

# SOLVE IT STORIES

## TALES OF CUSTOMER SUCCESS FROM OUR PARTNERS CUSTOMERTIMES

**How Customertimes helped Orkla automate the assignment of 60,000+ customers to different sales territories.**

### THE CHALLENGE

Orkla is a leading supplier of branded consumer goods, with a strong base in the Nordics and Baltics, and a growing presence in other select markets. With a large number of different sales tools used across various business units in its different markets, Orkla was looking for harmonization and more transparency between its brands and departments. It needed to enable its sales reps with key knowledge and insights to support their work, promote increased collaboration and feedback loops, and optimize the time sales reps spent with customers through dynamic presentations.

### THE OPPORTUNITY

Businesses often need to unify their sales processes across different regions in one unified platform while enabling all of their sales reps.

### HOW DO THEY ...

- Enable sales reps with key knowledge to support all customers in one unified platform?
- Increase internal collaboration and transparency across their organization?
- Generate synergies in sales processes across different business units and territories?

In the case of Orkla, it needed a field sales CRM solution that would enable it to achieve sales and category excellence with state-of-the-art digital sales tools. It was possible to achieve this with the support of Customertimes.

The implementation of our new CRM system is an important step toward providing our customers with relevant knowledge and insight. We seek to become their preferred partner and provide added value to our relationships through excellent system support.

**Anders Christian Gutforsen**  
CEO  
ORKLA CONFECTIONERY & SNACKS



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## THE SUCCESSFUL OUTCOME

Orkla's IT division worked in tandem with Customertimes to rollout solutions across the entire Orkla organization. By implementing multiple solutions from Customertimes' suite of offerings, Orkla was able to solve its sales challenges. Alongside its existing Salesforce usage, Orkla implemented the CT CPG package enhancements, which provided consumer packaged goods (CPG) specific features. It also implemented CT Mobile, which is a mobile application that helps sales reps manage customer interactions, including planning customer site visits and visit executions. Customertimes' order-taking functionality is also fully integrated with the enterprise resource planning (ERP) systems of Orkla's business units. Sales reps are also using the CT Presenter module, which helps improve sales presentations to customers. Orkla's Customertimes integrations initially began in four business units in Norway, and after successful integration with existing Salesforce applications, Orkla expanded these integrations into its Danish market. Further rollout into additional countries is currently in the works.

## THIS HAS RESULTED IN ...

- 200,000+ customer visits annually
- 2,000+ promotions handled by the field sales reps annually
- 60,000+ automated assignments of customers to sales territories



## CONSIDERATIONS FOR CUSTOMERS NEEDING TO IMPROVE ITS SALES PROCESSES:

- While a business can develop its own custom solution to solve its business challenges, it should consider the cost and time of development. Sometimes, it is more cost-efficient to use an existing solution.
- Using Salesforce Native solutions can make the implementation and integration of a solution into your product suite much more seamless.



Learn more about Customertime's solution for sales enablement and streamlined processes on the AppExchange.

